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Getting Started with MyPlate

ChooseMyPlate.gov

MyPlate Icon

- MyPlate is part of a larger communications initiative based on *2010 Dietary Guidelines for Americans* to help consumers make better food choices.
- MyPlate is designed to *remind* Americans to eat healthfully; it is not intended to change consumer behavior alone.
- MyPlate illustrates the five food groups using a familiar mealtime visual, a place setting.



ChooseMyPlate.gov

- The website features practical information and tips to help Americans build healthier diets.
- It features selected messages to help consumers focus on key behaviors. Selected messages include:
 - **Balancing Calories**
 - Enjoy your food, but eat less.
 - Avoid oversized portions.
 - **Foods to Increase**
 - Make half your plate fruits and vegetables.
 - Make at least half your grains whole grains.
 - Switch to fat-free or low-fat (1%) milk.
 - **Foods to Reduce**
 - Compare sodium in foods like soup, bread, and frozen meals—and choose foods with lower numbers.
 - Drink water instead of sugary drinks.
- ChooseMyPlate.gov includes much of the consumer and professional information formerly found on MyPyramid.gov.



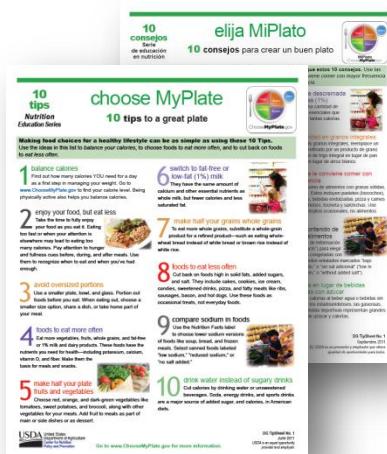
U.S. Department of Agriculture
Center for Nutrition Policy and Promotion

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Consumer Resources

Let's Eat for the Health of It The 2010 Dietary Guidelines Brochure

This brochure contains practical strategies to make healthy food choices. The Brochure highlights themes from the Guidelines such as *Balancing Calories, Foods to Reduce, and Foods to Increase*. This resource is available online as a PDF.



10 Tips Nutrition Education Series

The 10 Tips Nutrition Education Series provides consumers and professionals with easy-to-follow tips in a convenient, printable format. Educators can use them to support existing lessons, and consumers can choose one or more of these tip sheets to start making small changes toward healthier eating. These and many other printable items are also available in Spanish.

Also on the Web

- Sample Menus for a Week
- Food Group Based Recipes
- Historical Development of Food Guidance
- Nutrition Communicators Network for Partners – Application Forms
- All print-ready content

MyPlate

Style Guide and Conditions of Use for the Icon



MyPlate Style Guide

USDA encourages the use of the MyPlate icon in a variety of applications, including textbooks and other educational materials. Any educator or consumer interested in using the image should refer to this Guide for all appropriate information.